

**MINUTES OF THE  
SOUTH OGDEN CITY  
COMBINED CITY COUNCIL/PLANNING COMMISSION MEETING  
Wednesday, November 12, 2014 – 6:00 p.m.  
EOC Room, City Hall**

**COUNCIL MEMBERS PRESENT**

Mayor James F. Minster, Council Members Sallee Orr, Bryan Benard, Brent Strate and Russ Porter

**COUNCIL MEMBERS EXCUSED**

Council Member Wayne Smith

**PLANNING COMMISSION MEMBERS PRESENT**

Todd Heslop, Shannon Sebahar, Dax Gurr, Mike Layton, Raymond Rounds

**PLANNING COMMISSION MEMBERS EXCUSED**

Steve Pruess, Chris Hansen

**STAFF MEMBERS PRESENT**

City Manager Matt Dixon, City Attorney Ken Bradshaw, Parks and Public Works Director Jon Andersen, Chief of Police Darin Parke, Fire Chief Cameron West, and Recorder Leesa Kapetanov

**I. CALL TO ORDER**

At 6:14 pm, Mayor James Minster called the combined meeting to order, and called for a motion to begin.

**Council Member Porter moved to begin the work session, followed by a second from Council Member Strate. All present voted aye.**

The mayor then turned the time to City Manager Dixon. Mr. Dixon introduced Greg Lowe and Samantha Justus from Jibe Media who would be facilitating the meeting.

**II. DISCUSSION**

**A. Discussion and Direction from the Council and Planning Commission on Rebranding**

Mr. Lowe expressed his appreciation in working with the city. His remarks and those of Ms. Justus were centered on a visual presentation (see Attachment A). He began by giving a small introduction of Jibe Media, and then explained this meeting was known as a “brand assessment”. They would ask questions in order to get a feel for what the city meant to those present; later they would also do some research with the residents of the city. They

would then create a document that would distill the knowledge they learned and present it to the council and staff. The city would then be able to review the information and determine if the essence of the South Ogden City brand had been captured. If so, the creative team at Jibe Media would be given the go ahead to create mood boards. These boards were visual collages that would enable the council to pinpoint the look and feel of what they wanted for the city. Once that was determined, the creative team would then move forward with creating a logo, do color exploration, brand messaging, and a style guide. Mr. Lowe explained how branding worked to define a city. He then passed out worksheets (see Attachment B) to those present, explaining that everyone would be given time to write down their responses to each question before they shared their responses with the others. Mr. Lowe turned the time to Ms. Justus to facilitate the question portion of the meeting. Ms. Justus asked the first question: What do you consider to be your primary brand strengths? Answers included community, people, and sense of home. The fact that many of the people had grown up in the city and chosen to stay and raise their families here was also discussed. Other responses were South Ogden was a desirable place to live, had quality of life, was convenient to education, work, recreation and shopping, it was comfortable, friendly, close-knit, and exclusive. When asked to define comfortable, the group said it felt good, somewhere you wanted to be from; it was safe and clean. When asked to define exclusive, the answer was that it was exclusive, but not arrogant exclusive. The next question was: What do you consider to be your primary brand weaknesses? The first responses were the city's identity (you didn't know when you were in South Ogden), the city didn't have anything extraordinary to make it stand out, it didn't have a central downtown area, it was split into two areas, lack of growth and development, no consistency in the look or style of the city and it was not a destination city. Ms. Justus moved on to the next questions, first explaining what brand audiences were. The question was: Define your various brand audiences, considering the following elements: description, demographic, psychographic profile. Answers included developers, residents, Weber State University, and those who worked here. The diverseness of the demographics of the city was discussed. Other audiences such as Weber State students passing through were also mentioned, as well as current business owners and potential business owners. Mr. Lowe asked what the psychographics, or what makes people tick who live here, were. It was stated that the city was a great place to live, not for just one group of people, but for many. They wanted a good place to come home to after being away to work, a safe place they could raise their kids. It was also re-iterated that South Ogden was convenient to freeways, recreation, hospitals, and shopping. There was also a large population of retired people. Someone mentioned that people wanted to move to South Ogden because of the great sports programs. Mr. Lowe asked about demographic trends. Those present explained the newer part of the city was in the south, whereas the older part was on the north side of the city. The older neighborhoods were deteriorating, inviting gangs and other unwelcome groups into the city. However, they talked about the advantages of having diversity in the neighborhoods. Ms. Justus then moved on to the next question. The question was: Who loves your brand and what do they love about it? They turned to Council Member Porter for the answer, as he had grown up here, chosen to raise his family here, and had written a book on the history of South Ogden. He said his family was still here, his job was here, and he felt comfortable here. Others said they felt the community was a safe place to raise their children, had enough open spaces and was not too crowded. Ms. Justus said the questions from that point on would become more abstract, so she asked everyone to think "outside the box" and be creative. The next question was: If your brand were a person, describe its personality traits. She said they could think of a famous person, a person they knew, or make up a person. Traits that the council and commission came up with were friendly, helpful and conscientious, won't let you down, consistent, loyal, happy, and secure. Some likened the city to Captain America, who was an all-around

good guy. Another likened the city to the girl you would proudly take home to meet your parents.

Ms. Justus moved on to the next question: If your brand were a vehicle, describe its make, model and color. The first car mentioned was a blue Chevy Malibu – the city was not trying to be radical, like the city of lights or the city that never sleeps. We were just a Chevy Malibu. Other cars mentioned were a white Toyota Camry, silver Grand Caravan, white Buick Lacrosse, and a white Lincoln Continental. Someone also mentioned a white Subaru Outback – it was a nice quality vehicle that was not extravagant. It was practical, had 4-wheel drive, it was a family vehicle. Some liked the idea, but said the Ford Escape or Explorer were less “tree hugger” and a little more family oriented. It was like an “old solid Ford” like the older part of town, but if you got the newer Escape model, it had all the new “bells and whistles”. Another said he liked the concept of the cross-over SUV which was versatile but also at the end of the day was a family car.

The next question was: Describe the features and benefits that the brand offers. As an example, Ms. Justus said a feature of a car may be the side-impact air bags. The benefit was safety, and on a higher level, the feeling of safety when in the car. The first idea presented was the feature of South Ogden Days, the benefit of which brought many people to South Ogden and gave them something great to look forward to. Another feature was good parks and sports programs, the benefit of which was a good place for kids to be. Someone said there were plenty of ways to be active such as recreation programs and community events. The idea of being convenient was also listed as a tangible feature. The city was convenient because of its location. Other features and benefits were: This was a safe place to live, the benefit was that people wanted to stay here; the city had great public services, the benefit being that people were happy living here; and the city offered great education, the benefit being that people were drawn here.

Ms. Justus then asked: What one thing must your audience know about your brand? For example, if someone visited South Ogden, what one thing would you ask them they saw or visited; what would they write home about seeing? Someone mentioned the city did not have one thing that set it apart; you had to live here for a while to appreciate its benefits. Another mentioned a person might not even know they had been in South Ogden. Someone then said living in South Ogden was more of a feeling of comfort and well-being. If someone came to visit it would be to visit somebody and they would think the city had nice neighborhoods, but there would not be anything to write home about.

Mr. Lowe then instructed everyone on the last worksheet of the handout, called “Perception Attributes”. He asked that those present go through the non-bolded terms and circle any word that described South Ogden. If they saw the word twice, they should circle it twice. After they were finished, Mr. Lowe asked them to identify the two bolded headings that had the most words circled beneath them. Some of the bolded words mentioned were Traditional and Playful-Energetic. Several had Traditional as an attribute. Some other attributes mentioned were Earthy and Powerful.

Mr. Lowe then directed everyone to the last page of the handout. He explained that performance drivers were things that helped us make a decision. For example, if he were choosing a bank or credit union, some factors that might help him make a decision would be location, low interest rates, and friendly staff. He asked those present to write down what factors made a city great, what people might be looking for when considering where to live. After everyone was done writing down their factors, he then asked them to write a number by them to put them in order, with one being the most important factor. He then asked if someone would like to share. Several shared their top three factors. They included: 1)location 2)schools 3)convenience factors such as stores, doctors, etc. Others indicated they had convenience listed. Other factors mentioned were friendliness, safety, and transportation links.

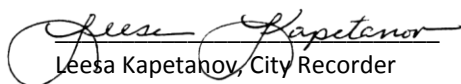
Mr. Lowe then finished by asking some clarifying questions. He said the north/south divide had been mentioned several times; he asked how much it defined the city or how big of an impact it was. The consensus was that it existed, but it was not a defining factor.

He then asked what one thing made South Ogden different; what one thing could the city "own". The water towers were mentioned. The group discussed how defining the towers were. They talked about how they were not meant to define the city when they were repainted, but in a sense it was a step towards that. They thought that incorporating elements of the art and colors from the towers into the brand would be good; however they did not think the towers were what defined South Ogden. The point was also made that the city had more medical/professional facilities than other cities our size. Mr. Lowe concluded his presentation. Mayor Minster called for a motion to adjourn.

### III. ADJOURN

**At 7:38 pm, Council Member Benard moved to adjourn. The motion was seconded by Council Member Porter. The vote was unanimous to adjourn.**

I hereby certify that the foregoing is a true, accurate and complete record of the South Ogden City Combined Council/Planning Commission Meeting held Wednesday, November 12, 2014.

  
Leesa Kapetanov, City Recorder

Date Approved by the City Council	<u>December 2, 2014</u>
Date Approved by the Planning Commission	<u>December 4, 2014</u>

**Attachment A**  
Visual Presentation



## South Ogden

Brand Discovery Session



SOCIAL MEDIA

DESIGN & BRANDING

ADVERTISING

STRATEGY





## Brand Development Process

Brand Assessment and Research

Brand Discovery Document

Creative Brief

Mood Boards

Logo Concepts

Color Exploration

Brand Messaging

Style Guide

jbmedia.com



## Brand Definition

“ Brand is the sum total of the impressions formed through exposure to your touch points. ”

Brad McLaws, Brand Strategist

jloimedia.com



## Brand Elements

Logo  
Colors  
Collateral  
Signage  
Website  
Social Media

jloimedia.com





## Brand Location

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“ A brand is the most valuable piece of real estate in the world; a corner of someone's mind. ”

John Hegarty

joemedia.com



## Branding

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Branding is the process of manipulating and controlling touch points, to achieve:

Consistency

Recognition

Meaning

Preference

joemedia.com



## Brand Climate

What do you consider to be your primary brand strengths?

What do you consider to be your primary brand weaknesses?



## Brand Audiences

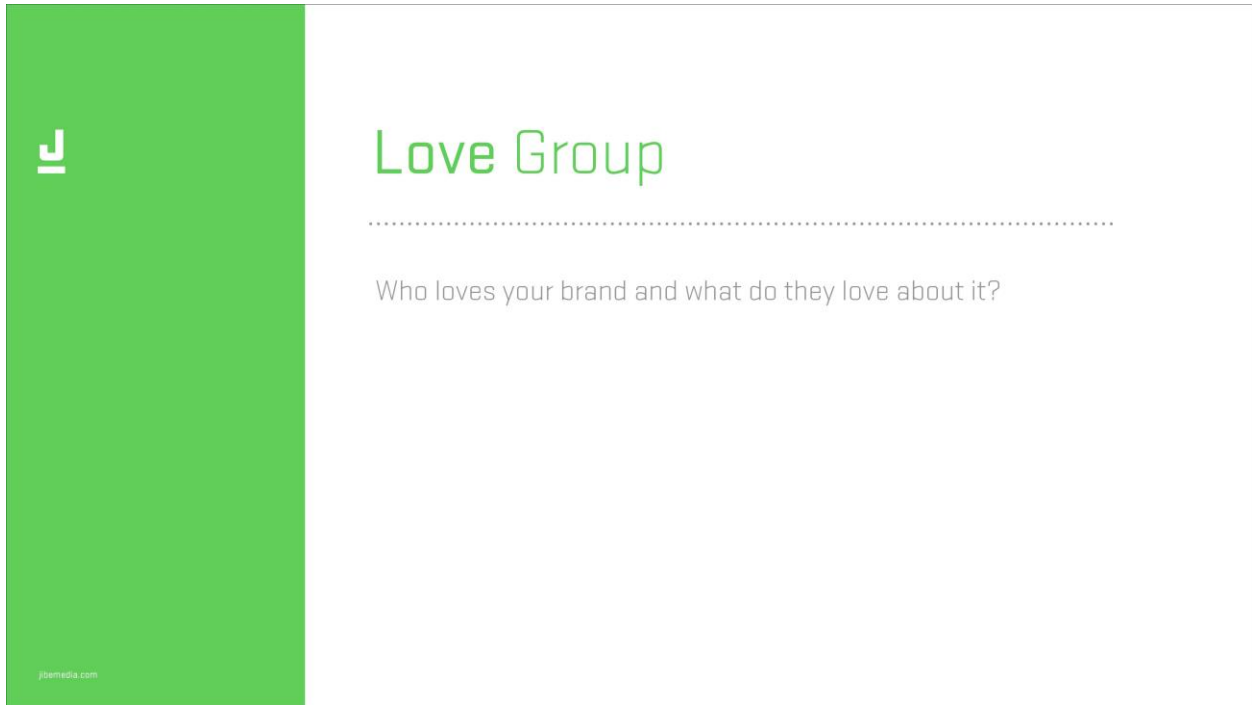
Define your various brand audiences, considering the following elements:

Description

Demographic Profile

Psychographic Profile

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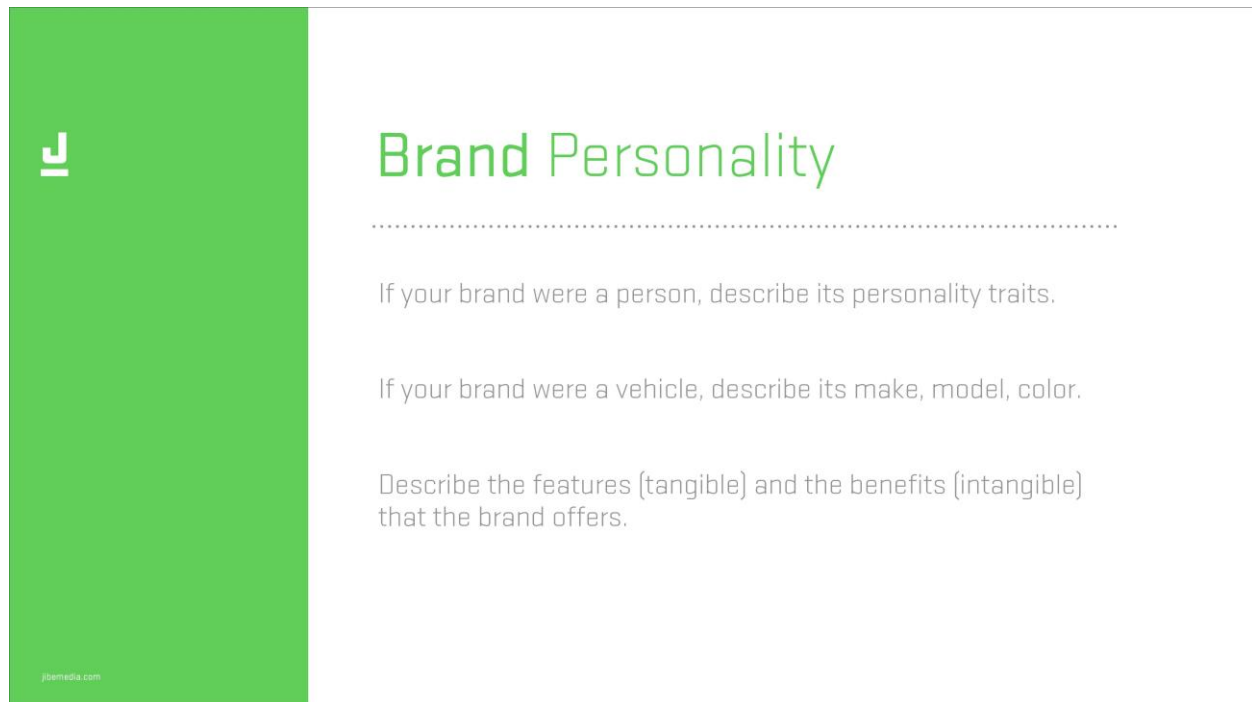


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## Love Group

Who loves your brand and what do they love about it?

joemedia.com



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## Brand Personality

If your brand were a person, describe its personality traits.

If your brand were a vehicle, describe its make, model, color.

Describe the features (tangible) and the benefits (intangible) that the brand offers.

joemedia.com



## Brand Messaging

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What one thing must your audience know about the brand?

juemedia.com



## Perception Attributes

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Which terms accurately describe your brand?

Ignore bold terms, circle all that apply.

Which bold terms have the most words circled?

juemedia.com



## Performance Drivers

What factors do people consider when making a decision in your category?

List the top 10 performance drivers.

Rank the performance drivers by importance.

jibemedia.com

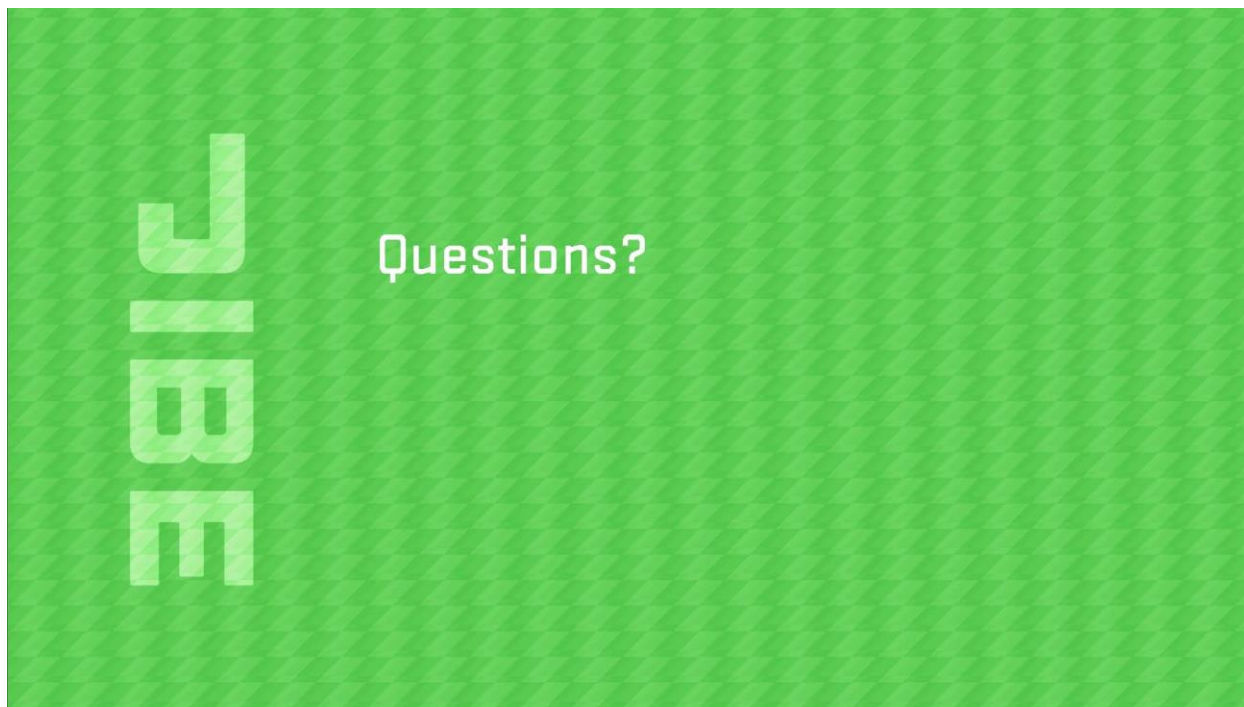


## Brand Discovery Document



jibemedia.com

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**Attachment B**  
Handout



## Brand Discovery Session

### BRAND CLIMATE

What do you consider to be your primary brand strengths?

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What do you consider to be your primary brand weaknesses?

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### BRAND AUDIENCES

Define your various brand audiences, considering the following elements:

Description

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Demographic Profile

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Psychographic Profile

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### LOVE GROUP

Who loves your brand and what do they love about it?

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### BRAND PERSONALITY

If your brand were a person, describe its personality traits.

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## Brand Discovery Session

If your brand were a vehicle, describe its make, model, color.

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Describe the features (tangible) and the benefits (intangible) that the brand offers.

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### BRAND MESSAGING

What one thing must your audience know about the brand?

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**JIBE**

T 801-433-5423 F 801-364-5423  
775 WEST 200 SOUTH #3002 SALT LAKE CITY, UTAH 84101

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## Perception Attributes

### Serene

Nostalgic, Delicate, Calm, Quiet, Peaceful, Cool, Constant, Faithful, True, Dependable, Tranquil, Healing

### Earthy

Strong, Warm, Wholesome, Welcoming, Comforting, Rooted, Masculine, Woods, Durable, Secure, Trustworthy

### Mellow-Muted

Soft, Sweet, Tender, Cute, Cozy, Subtle

### Spiritual

Mystical, Spiritual, Futuristic, Fantasy, Meditative, Exotic, Sober, Timeless, Ghostly

### Romantic

Romantic, Sweet, Cute, Sentimental, Sensual, Exotic, Delicate

### Sensual

Exciting, Sexy, Hot, Dynamic, Stimulating, Provocative, Spirited, Wild, Gregarious, Sensual, Flamboyant

### Powerful

Exciting, Energizing, Dynamic, Dramatic, Aggressive, Powerful, Expensive, Regal, Credible, Authoritative, Strong, Confident, Trustworthy, Money, Mysterious, Bold, Invulnerable, Prestigious

### Elegant

Rich, Expensive, Regal, Elegant, Sophisticated, Classy, Heavy, Prestigious, Money, Valuable, Opulent

### Delicate

Soft, Subdued, Quiet, Nurturing, Inviting, Happy, Smooth, Neutral, Delicate

### Traditional

Strong, Durable, Rich, Expensive, Regal, Classic, Powerful, Elegant, Sophisticated, Classy, Trustworthy, Stately, Traditional, Money, Pure, Professional, Enduring, Mature

### Classic

Rich, Classic, Pure, Elegant, Expensive, Prestigious, Professional, Sophisticated, Corporate, Practical, Timeless, Quality, Valuable, Money Futuristic

### Playful – Energetic

Exciting, Energetic, Energizing, Happy, Fun, Childlike, Vital, Friendly, Hot, Loud, Enlightening, Cheerful, Vibrant, Lively, Tart



## Performance Drivers

List the top 10 performance expectations that drive the target audience. What is most important to them when it comes to your product or service?

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